55LW7700

55" Class 3D 1080p LED LCD TV
(54.6" measured diagonally)

LG
Life's Good

FEATURES

- LG Smart TV[1]
- NANO Full LED
- 3D Capable TV[2]
- 2D to 3D Conversion
- THX® 3D Certified Display
- TruMotion 240Hz
- Wi-Fi® Ready (Adapter Included)
- Magic Motion Remote (Included)
- Full HD 1080p Resolution
- DLNA Certified®
- ENERGY STAR® Qualified
- Picture Wizard II
- Intelligent Sensor
- Smart Energy Saving
- ISFccc® Ready

IS IT A TV? OR SOMETHING BETTER?

Step up to get better entertainment with the LW7700 3D 1080p LED TV from LG. No one knows display quality like THX, and this 3D TV is THX Certified for a premium experience. If you care about picture quality (and who doesn't?) this TV boasts the latest in NANO Full LED display technology from LG, along with almost unlimited entertainment capabilities of LG Smart TV.

LG Smart TV

A revolutionary, easy way to access virtually limitless content, thousands of movies, customizable apps, videos and browse the web all organized in a simple to use interface.

NANO FULL LED

Nano Full LED brings you a brighter, smoother, cleaner picture than ever before. Using advanced LED technology, it delivers amazingly refined 2D and 3D, along with an impossibly thin, stylish design.

3D

Bring your content to life with full 1080p HD 3D technology! The astonishing effects will immediately grab your attention and bring your entertainment experience to the next dimension.

THX 3D DISPLAY · TruMotion 240Hz · Wi Fi · Magic Motion Remote Control · Full HD 1080p · dlna Certified · Picture Wizard · Intelligent Sensor · Smart Energy Saving · isf ccc

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PANEL SPECIFICATIONS		
Screen Size	55" Class (54.6" measured diagonally)	
Resolution	1920 x 1080p	
TruMotion (Frame Rate)	240Hz	
Contrast Ratio (DCR)	10,000,000:1	
Local Dimming (2D and 3D)	•	
BROADCASTING SYSTEM		
Analog	NTSC	
Digital	ATSC/NTSC/Clear QAM (1 Tuner)	
VIDEO		
XD Engine	•	
Aspect Ratio Correction	5 Modes (16:9/Just Scan/Original/4:3/Cinema Zoom)	
Color Temperature Control	3 Modes (Warm/Medium/Cool)	
Picture Mode	7 Modes (Intelligent Sensor/Vivid/Standard/Cinema/Game/isf Expert 1/isf Expert 2)	
Just Scan 0% OverScan	HDMI	1080p/1080i/720p
	Component	1080p/1080i/720p
	RF	1080i/720p
24p Real Cinema (24p 5:5/2:2 Pull Down)	• (HDMI 1080 24p)	
Expert Mode/ISFccc Ready	•	
THX Certified Display (w/Bright Room Mode)	•	
xvYCC	•	
AV Mode (Picture & Sound)	• (Cinema/Game/Sport)	
Picture Wizard II (Easy Self Calibration)	•	
AUDIO		
Mono/Stereo/Dual (MTS/SAP)	•	
Audio Output (Watts - THD 10%)	10W + 10W (+Subwoofer 20W)	
Speaker System	2 Way 4 Speakers	
Dolby Digital Decoder	•	
Surround System	Infinite 3D Surround	
Bass/Treble/Balance	•	
Auto Volume Leveler	•	
Sound Mode	5 Modes (Standard/Music/Cinema/Game/Sports)	
Clear Voice II	•	
3D SPECIFICATIONS		
3D (SG/PG)	SG	
2D to 3D Converting Depth Control Level	3D Effect, 20 Levels	
3D Depth Control	•	
3D Emitter	RF Type	
3D to 2D	•	
CONNECTIVITY		
LG Smart TV	•	
LG App Store	•	
Web Browser	•	
Wi-Fi® Ready	• (Adapter Included)	
DLNA Certified®	• (Movie/Photo/Music)	
Windows 7 Certified	•	
SIMPLINK (HDMI CEC)	•	
Wireless HD Ready (2D Only)	•	
SPECIAL FEATURES		
Magic Motion Remote	• (Included)	
Smart Energy Saving	•	
Intelligent Sensor	•	
1080p Source Input	HDMI	60p/30p/24p
	Component	60p/30p/24p
	RGB	60p (WXGA)
AV Input Navigation	•	
Input Labeling	•	
Child Lock	•	

SPECIAL FEATURES (Continued)	
Closed Caption	•
CONVENIENCE FEATURES	
Language	English/Spanish/French/Korean
Auto Tuning/Programming	•
Channel Add/Delete	•
Favorite Channel Programming	•
Auto/Manual Clock	•
On/Off Timer	•
Sleep Timer	•
Auto Off/Auto Sleep	•
AV INPUTS/OUTPUTS	
RF In (Antenna/Cable)	1 (Rear)
AV In	2 (Rear)
Component Video In (Y, Pb, Pr) + Audio	2 (Rear)
HDMI™/HDCP Input	4 (Side)
USB 2.0	2 (Side)
Digital Audio Out (Optical)	1 (Rear)
RGB In (D-Sub 15 Pin) - PC	1 (Rear)
PC Audio Input	1 (Rear)
LAN	1 (Rear)
RS-232C (Control/Service)	1 (Rear)
Headphone Out	1 (Rear)
Wireless Control	1 (Rear)
CABINET	
Swivel	20°/20°
VESA Compatible	• (400mm x 400mm)
Remote Control	Magic Motion & Standard (Backlit)
POWER	
ENERGY STAR® Qualified	•
Voltage. Hz	100V ~ 220V, 50/60Hz
Consumption (Max.)	270W
Consumption (Average)	226W
Standby Mode	<0.1W
DIMENSIONS/WEIGHT	
TV without Stand (WxHxD)	50.8" x 30.7" x 1.2"
TV with Stand (WxHxD)	50.8" x 33.9" x 13.7"
Shipping Dimensions (WxHxD)	62.8" x 34.6" x 7.4"
TV without Stand Weight	62.2 lbs
TV with Stand Weight	73.6 lbs
Shipping Weight	85.5 lbs
WARRANTY/UPC	
Limited Warranty	1 Year Parts & Labor
UPC	719192580213

[1] Internet connection & subscriptions required and sold separately. [2] For a small percentage of the population, the viewing of stereoscopic 3D video technology may cause discomfort such as headaches, dizziness or nausea. If you experience any symptoms, discontinue using the 3D functionality and contact your health care provider. 3D glasses required and sold separately.

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Design, features and specifications are subject to change without notice. Non-metric weights and measurements are approximate.

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